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62.41

Gladious



# Golden Glory Garden Collection

25 Large Selected Bulbs, All Colors, Prepaid \$1.25

## Retail Price List for 1949

Buy Benson's Better Bulbs for Finer Flowers

**GEO. C. BENSON**

Grower and Hybridist

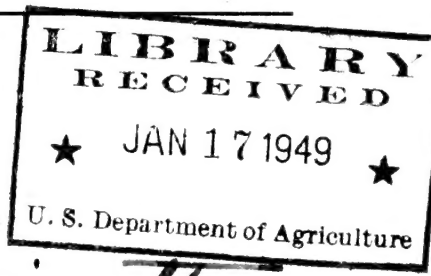
Swartz Creek, Mich.

Phone 4-1

Member N. E. G. S.

Member M. G. S.

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# GEO. C. BENSON

CORNER HILL AND MORRISH ROADS

Just 1 Mile South of Swartz Creek

*Greetings for 1949:* And many thanks to all "Glad Fans" and friends for your orders, inquiries, etc., during 1948. Another year has rolled by and again every possible effort is being made to get this modest listing out to you before the holidays. No jobbers list will be issued.

A word about policy.—Again let me reiterate. Needless ballyhoo, fantastic bombast or buncombe as to size or other attributes, tricky psychology and all kinds of high pressure selling methods are definitely OUT. It is my fixed intention to stick closely to plain facts; to make no use of expensive advertising frills, wasteful, of both your money and mine. To price origins within reason — with the realization that while each honest breeder feels sure that every one of his releases will find a place in the Glad Hall of Fame very, very few actually do. And lastly not to spend countless hours and all that it entails nurturing specimens to unnatural or rather unusual or extraordinary growth for the sole purpose of collecting a drawer full of blue ribbons in competition with the very people expected to purchase my stock.

## IN THE FIELD LAST SEASON

Micharlotte came through here again with flying colors, had spikes of it, also of Burma and of Big Top that gave more square inches of coverage than I've ever seen before anywhere. Succeeded in getting some very nice color shots. The grand champion blooms, on points and all around performance however, were spikes of Phantom Beauty. Golden Arrow was swell and the florists here went overboard for Elizabeth the Queen. Patrician proved itself to be a very healthy grower but did not bloom from large enough bulbs to do itself justice on a comparison basis. We had a fairly good growing season here with the usual ups and downs but most of the commercials did very well; old Phylis McQuiston doing especially well, also Parnassus and Burma stood out conspicuously in the field.

## GUARANTEE

Stock guaranteed to be free from disease and insects at the time of shipment, State inspected both in field and storage, thrifty and true to name.

Occasional errors are humanly possible, therefore, if any of the bulbs shall be found not as represented I will replace them, together with something extra to compensate for disappointments; or refund your money; BUT in no case will I be held responsible beyond the actual purchase price of the bulbs. Fine exhibition blooms are the result of a combination of superior heredity with perfect environment during growth; as I have no control over cultural treatment, fertility, climatic conditions, etc. No guarantee as to final results can be given however, great care has been taken to insure each bulb being clean, vigorous and true to name, ready under the proper conditions to produce for you some truly magnificent blossoms.

## TERMS

Cash or C.O.D. shipment if preferred. Please do not order for less than \$1 as the sorting, packing and postage make such orders unprofitable. Extra counts in proportion to the earliness and the size of the order. As stock of most varieties is strictly limited, early ordering will insure better selections and avoid disappointments, and I will show my appreciation with more liberal overcount and often a bulb or two of the newer and more expensive sorts.

## CULTURE

Do not plant Gladiolus too near buildings, trees or shrubbery. Plant larger size bulbs not less than 6 inches apart either in rows or in beds for maximum results, if in rows, the rows should be not less than eighteen inches apart. Plant six inches deep in light soils or three inches deep in heavy soils. The better the ground is prepared and the more plant food applied (preferably well rotted manure, cow manure if available) well mixed in, the fall before planting if possible, the finer your blooms will be, provided you cultivate frequently and plenty of water is forthcoming especially when they are spiking.

## THRIPS

These tiny creatures will if once established, ruin your blooms no matter how well grown. Some people have grown Gladioli for years without being bothered by this pest, but they are simply fortunate. Don't take chances, start with clean bulbs, treat before planting and spray regularly during growth. If your bulbs are at all diseased, I recommend corrosive sublimate treatment before planting in the spring, one ounce to seven gallons of warm water as a solution in which to soak the corms overnight.

Now about varieties. Remember it costs just as much time, money and labor to raise an out-dated, worthless variety as it does to raise a good one. Why not get rid of the worthless ones and get started with the better sorts, adding a few of the newer ones each year. Many of the older ones are still tops, but some are being replaced each year by better ones to keep your garden up to date, try as many new ones as you can find room and time for.

## COLOR TRANSPARENCIES

We have some nice ones of Micharlotte and several coming seedlings, also Phantom Beauty, Golden Arrow and others including views of fields, which we shall be glad to send to responsible interested parties for projection or viewing. They show relative values better than can be done with any word description.

## PRICE LIST

MICHARLOTTE (Tunias Triump X Picardy)—Light flame red with narrow frosted edge on petals, formal type, very large wide open flirets five to six open three showing color. A good rugged red that gives lots of bulblets. Priced where every one can afford to try out this fine gorgeous red.

LARGE-----75c ea.    MED.-----50c    SMALL-----30c    BULBLETS-----5c ea.    \$4.00 per 100

Do not be deceived by this price: Micharlotte will hold its own, in its color class with any glad now on the market regardless of price. Mr. Loubris of Massachusetts took two blues with it at Boston Show in 1947, the only time it has been exhibited on the show bench. My stock does not run into thousands but several hundred, while they last go at these prices. Micharlotte can also be obtained from Mr. Gaston Loubris, Wakefield, Mass., and from Mr. Milford Johnson, Dell Gardens, Canton, Minn.

|   | One dozen at 10 times single price |      |       |          |
|---|------------------------------------|------|-------|----------|
|   | Large                              | Med. | Small | Bulblets |
| BADGER BEAUTY (Krueger) Very fine new lavender, not too large but a real beauty   | 8c                                 | 6c   | 4c    |          |
| BAGDAD (Palmer)—Smoky rose. Large, very fine  | 7c                                 |      |       |          |
| BEACON (Palmer)—Salmon scarlet with creamy throat, tall, many open at once. Still tops and one of the most beautiful ever grown   | 6c                                 |      |       |          |
| BENGASI (Cave)—Large light pink. Can be Ultra Fine  | 60c                                | 40c  | 30c   | 10c each |
| BLACK OPAL (Erry, Australia)—Tall deep red. The famous exhibition red from down under the world   | 8c                                 |      |       |          |
| BERTY SNOW—Old time favorite, lavender  | 6c                                 |      |       |          |
| BLUE BEAUTY (Pfizer)—Best of all the blues to date  | 7c                                 |      |       |          |
| BLUE HORIZON—New much touted blue from down under. No other stock over here that I know of. A few bulblets  | \$1.00 each                        |      |       |          |
| BURMA (Palmer)—Very deep rose red, heavily ruffled  | 12c                                | 10c  |       |          |
| BIG TOP (Rich)—Very tall, large, light pink   | 10c                                |      |       |          |
| BETTY NUTHALL (Salsbach)—Warm coral pink with pale yellow throated blooms, many open at once, tall, strong stem   | 6c                                 |      |       |          |
| BINGO (Glad-A-Way Gardens)—Cream white and rose. Sport of Picardy. Something different and outstanding  | 8c                                 |      |       |          |
| CALICO QUEEN (Sommers)—A striking novelty, rightly named. Has received very favorable comment wherever shown  | 20c                                | 15c  | 13c   |          |
| CANDYHEART—Swell pink, blotched throat  | 7c                                 |      |       |          |
| CORONA—Large cream flesh and pink   | 6c                                 |      |       |          |
| ELIZABETH THE QUEEN (White)—The finest deep heavily ruffled lavender I've ever seen. A real knockout  | 10c                                | 8c   |       |          |
| FAIRY BUTTERFLY (Sommers)—A beautiful golden pastel. Strong wiry stem that can be whipped on the table without loosening a floret. A real dandy for floral arrangements | 20c                                | 15c  | 10c   |          |
| ETHEL CAVE COLE (Cave)—A wonderful pink, perfect placement, great substance   | 8c                                 |      |       |          |
| FORMIDABLE (Errey)—Soft lavender grey overlaid with light salmon cream to pink. A few bulblets  |                                    |      |       | 50c each |
| GENGHIS KAHN (Scheer)—Large ruffled pure pink, a real beauty  | 50c                                | 40c  | 30c   |          |
| GOLDEN ARROW (Pruitt Bastian)—A clear light yellow that almost comes in the giant class. I believe this is the yellow that florists have been waiting for               | 75c                                | 50c  | 40c   | 15c each |
| GOLDEN BEAUTY (Coats)—Very fine new yellow from Australia. Just a few on hand   | \$1.00                             |      |       | 10c each |
| GOLDEN CHIMES—Fine arge creamy yellow, somewhat ruffled   | 6c                                 |      |       |          |
| GOLDEN POPPY (Groff)—A buff yellow that is distinctly different in color as well as placement   | 5c                                 |      |       |          |
| HARVEST MOON (Jack)—Outstanding large clear yellow  | 7c                                 |      |       |          |
| HIGH FINANCE (Wilson)—Excellent large grey smoky  | 10c                                |      |       |          |
| HIAWATHA (Dr. Graft)—Large new scarlet. Very tall and straight  |                                    |      |       |          |
| INTRUDER (Graff)—King of the deep reds  | 60c                                | 50c  | 25c   | 10c each |
| JUNIOR MISS (Canine)—Large formal salmon ping. Good commercial  | 8c                                 |      |       |          |
| KELSEY (Yates-Ruehr)—Picardy with a creamy white throat, enough said  | 75c                                | 50c  |       | 10c each |
| KING LEAR (Palmer)—A dandy purple wine red. Silver edged  | 7c                                 |      |       |          |
| KING WILLIAM (Schensetsky)—Apricot Salmon with cream throat, some say better than Picardy   | 8c                                 |      |       |          |
| LAVENDER AND GOLD—A genuine dainty beauty, long strong wiry stem and color just like its name   | 7c each                            |      |       |          |
| MAID OF ORLEANS (Pfizer) Milky white with barely discernable cream tint in the throat. Probably the best all round white grown in quantity today                        | 8c                                 |      |       |          |
| MAMMOTH OHIO (Wilson) A giant scarlet red with markings that still comes big  | 8c                                 |      |       |          |
| MARGARET FULTON—Old time favorite pink  | 6c                                 |      |       |          |
| MARGARET BEATON (Twomey) Very tall beautiful white with small throat blotch. Fine cutter  | 8c                                 |      |       |          |

## PRICE LIST — Continued


|   | One dozen at 10 times single price |        |        |          |
|---|------------------------------------|--------|--------|----------|
|   | Large                              | Med.   | Small  | Bulblets |
| MAUVINA (Errey)—Last season this bloomed for me the finest Glad I've ever seen from Australia. Of course one season's observation of one or two blooms means nothing sure. I'll gamble this tall straight long headed clear lavender purple is a greatly improved Takina. One large and a few bulblets to spare-----  | \$3.00                             |        |        | 40c each |
| MAX REGER — Fine orchid blue-----   | 7c                                 |        |        |          |
| MISS BLOOMINGTON (Kundred) Very early, tall straight, light yellow. A dandy-----  | 6c                                 |        |        |          |
| MISS WISCONSIN (Krueger)—One of the most beautiful rose pinks grown-----  | 25c                                | 15c    |        |          |
| MOTHER KADEL (Kadel) Fine clear yellow-----   | 8c                                 |        |        |          |
| MRS. MARKS MEMORY (Pfizer) Much praised purple. Comes wine-red for me-----  | 8c                                 |        |        |          |
| OGARITA (Wilson) Extremely tall rose salmon, creamy throat. Very good-----  | 10c                                |        |        |          |
| ORIENTAL PEARL (Carlson) The wonder flower of 1946. Very large, light cream apparently has everything and no faults-----  | 40c                                | 30c    | 20c    | 2c each  |
| PARADISE (Pruitt) Light apricot, medium height, very highly recommended-----  | 6c                                 |        |        |          |
| PAUL ROBESON (Cave) Tall dark red, long flower head, good increased. Excellent variety-----   | 75c                                | 60c    | 40c    | 10c each |
| PARNASSUS (Ristow)—Very good purple-----  | 7c                                 |        |        |          |
| PATRICIAN (Scheer)—Here is a chance for the small buyer to get in on this new lavender of such great promise. It bloomed here this year from small bulbs, color was very fine, a little lighter than that of Elizabeth the Queen, stem may be longer and floret larger than Elizabeth from full size bulbs. (Have a good transparency.) Am dividing my small stock, half to go—not over five bulbs or five bulblets to any one purchaser, and if over ordered early will ration pro rata at the following give away prices----- |                                    | \$2.50 | \$2.00 | 30c each |
| PHANTOM BEAUTY (Bastian)—Same goes for this one as for Patrician. This is a very light pink, almost a cream, good large wide open florets, ten and sometimes twelve open at once, perfectly placed on a perfect stem. You know we paid from \$1 to \$1.50 per bulblet for stock of these two fine varieties two years ago. While my few last-----   | \$1.75                             | \$1.25 | 75c    | 20c each |
| PHYLIS McQUISTON—An old timer but still one of the finest, most reliable pink cutters-----  | 7c each                            |        |        |          |
| PICARDY (Palmer) The old champion of salmon pink-----   | 7c                                 |        |        |          |
| PURPLE SUPREME (Wilson) Newest tall purple-----   | 8c                                 |        |        |          |
| RADIANT (Errey)—Brilliant scarlet with cream throat-----  | \$1.50                             |        |        | 20c each |
| R. B. (Palmer-Upton)—A fine smoky-----  | 8c                                 |        |        |          |
| RED CHARM (Butt)—Very fine medium red-----  | 10c                                | 8c     |        |          |
| RIALGAR (Errey)—Giant formal exhibition Glad. Orange and chrome blending-----   | \$1.00 each                        |        |        | 15c each |
| ROSA VAN LIMA—Early light rose, a dandy. Fine florist flower-----   | 6c                                 |        |        |          |
| SHIRLEY TEMPLE (Pruitt) Immense ruffled cream with somewhat deeper tinted throat, very strong grower and although it crooks it's still a beauty-----  | 8c                                 |        |        |          |
| SNOW PRINCESS (Pfizer) Improved Maid of Orleans-----  | 7c                                 |        |        |          |
| SPOTLIGHT (Palmer) Clear bright yellow with scarlet blotch. A great addition to this color class-----   | 20c                                | 10c    | 7c     | 2c each  |
| SUNKIST (Errey)—Beautiful clear orange. Recent beauty from Australia-----   | 40c                                | 30c    | 20c    | 8c each  |
| SUNLIGHT (Spiller)—Rose pink and orange. Healthy grower and a real beauty-----  | 40c                                | 30c    | 20c    | 5c each  |
| SUPREME BEAUTY (Bastian)—Heavy salmon with cream throat, large ruffled florets, long flower head. One of the best of the newer ones-----  | \$1.50                             |        |        | 10c each |
| SUPREME BEAUTY (Bastian) New deep salmon pink with light center, very large florets, many open at once, one of the best late releases-----  | \$2.00                             |        |        | 10c each |
| TUNIAS MAHOMET (Both) Excellent velvety plum rose smoky with good habits and large blooms-----  | 30c                                | 20c    | 15c    | 2c each  |
| VISTA BONITA (Ellis) Large pink, very heavy-----  | 8c                                 |        |        |          |
| WANDA — Cream, Sport of Picardy. Enough said-----   | 7c                                 |        |        |          |
| WHITE GOLD (Scheer) Very large early cream-----   | 8c                                 |        |        |          |
| WHITE WINGS (Errey)—Tall medium decorative all white. Most promising all around white out of Australia. A few small-----  | 75c                                |        |        | 20c each |
| WINGS OF SONG (Ellis) Large rose pink, lighter throat, a real dandy-----  | 8c                                 |        |        |          |
| YELLOW PARADISE (Canine) A true Paradise that comes in a beautiful light yellow-----  | 7c                                 |        |        |          |
| SELECT HAND MIXED-----  | 60c per dozen                      |        |        |          |

## SPECIAL BULBLET OFFERS

|   |        |
|---|--------|
| NO. 1—5 PATRICIAN bulblets, 5 PHANTOM BEAUTY bulblets, 5 GOLDEN ARROW bulblets, 3 PAUL ROBESON bulblets and 10 MICHAELLOTTE bulblets-----                         | \$3.00 |
| NO. 2—10 TUNIAS MAHOMET bulblets, 10 ORIENTAL PEARL bulblets, 2 PATRICIAN bulblets and 10 MICHAELLOTTE bulblets-----  | \$1.00 |
| NO. 3—5 INTRUDER bulblets, 5 PHANTOM BEAUTY bulblets, 10 TUNIAS MAHOMET bulblets, 10 SPOTLIGHT bulblets, 5 MICHAELLOTTE bulblets and 2 GOLDEN ARROW bulblets----- | \$2.00 |

WILL QUOTE ON BULBLET ON REQUEST IF WE HAVE WHAT YOU WANT

IF YOU find my corms a superior product, please recommend them to your friends—  
Yours for success with GLADIOLI, the FLOWER SUPREME!

 Join a "Glad" Society — have your friends join NOW . . . There is no greater bargain in all the "Glad" world than a membership in the New England Glad Society